



The Cleveland Museum of Art

"BACKPACK TOUR" OF CMA AVAILABLE IN SELECTED SCHOOLS

WHAT	A portable field trip of the Cleveland Museum of Art (CMA), or video "backpack," will be available at selected Cleveland- and Akron-area school libraries. Geared to 4th and 5th graders, each backpack contains a video about CMA, featuring student interviews with staff and a tour of the museum; activity sheets, including one for creating an impressionist artwork; and six books about art — <i>Linnea in Monet's Garden</i> , <i>Knight's Handbook</i> , <i>Nine-ton Cat Behind the Scenes</i> , <i>Celebrate America in Poetry & Art</i> , and <i>From the Mixed-up Files of Mrs. Basil E. Frankweiler</i> . The 20-minute video showcases a variety of museum careers and the people who work at CMA, including curators, security staff, photographers, conservators, library staff, and exhibition designers.
WHEN	Backpacks will be available Oct. 3, 2000. They may be checked out for two to three weeks, depending on which library used.
WHERE	Twenty backpacks will be distributed among school district libraries. Those school systems are as follows: Brecksville-Broadview Heights City Schools Cuyahoga Heights Local School District Garfield Heights City School District Independence Local School District Nardon Hills City School District North Royalton City School District Revere Local School District Twinsburg City School District
WHY	To introduce the CMA to students and parents who may be unfamiliar with the museum, and to highlight museum careers. Other backpacks are available about WVIZ/PBS, Malley's Chocolates, the Akron Children's Hospital, the Rock & Roll Hall of Fame and Museum, Jacobs Field, Severance Hall, and the City of Garfield Heights.
CONTRIBUTORS	Backpacks are developed by the Cuyahoga Valley Career Center (CVCC) School-to-Career Division, an organization that implements the U.S. government's 1994 School-to-Work Opportunity Act. In their sixth year, business liasons and career specialists support the center's associate school districts by providing innovative ways to prepare students from K-12 for the world of work. The School-to-Career Division offers programs that allow the students to explore and engage in work-related experiences. These programs help educate the students about career paths, skills, academic planning, and employment. The CVCC School-to-Career Division serves

approximately 40,000 students. Through a parent connection, the CMA backpack was created in collaboration with the staff of the CMA and the Virtual Field Trip Coordinator, Debbie Bluso Rogers, at the CVCC. Revere High School (Revere Local School District) Media Productions Instructor Russell Rhoades and his students, Jamie Tuttle and Kevin Weisman (now seniors), filmed and produced the entire video. Susan Heiser's fifth grade students at Bath Elementary in Revere served as interviewers.

FOR MORE
INFORMATION

Call Manager of Outreach and Audience Development Nancy McAfee at (216) 421-7340, ext. 484; or Debbie Bluso Rogers, about "Virtual Field Trips," at (440) 746-8244. For more information about the CMA and its events, call **1-888-CMA-0033** or visit www.clevelandart.org.

MEDIA
CONTACT

Stacie Leatherman, Communications Associate, (216) 421-7340, ext. 265; e-mail: leatherm@cma-oh.org.

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